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51-255

A PEACH OF DISTINCTIVE MERIT

The SOUTH HAVEN

(Trade Mark Registered)



OUR NEW SOUTH HAVEN PEACH

The above cut is a reproduction of a photograph taken of a two year old South Haven Peach tree in the orchard of Mr. A. G. Spencer of Kibbie, Michigan. These photographs were taken by Mr. Dutton of the Michigan Agricultural College in 1920. As Michigan is a great State for peaches the M. A. C. is much interested in any new variety introduced, therefore, they have been watching this peach from the time it was first noted by Mr. Spencer. If you doubt any of our statements relative to this variety please write the M. A. C. at Lansing, Michigan.

Over One Hundred Thousand

Trees of this variety sold for Spring 1924 purely on its merits.

Its chief characteristics are early bearing of large and very attractive, high quality fruit; deep yellow in color with red cheek, also splashes and streaks of red. This variety is unusually thrifty and **EXCEPTIONALLY HARDY**, in fact, it is fast being recognized as the hardiest of all commercial varieties.

READ SPECIAL BULLETIN No. 126, ISSUED BY THE AGRICULTURAL EXPERIMENT STATION, MICHIGAN AGRICULTURAL COLLEGE, WHICH READS ON PAGE 42 AS FOLLOWS:

SOUTH HAVEN || SEASON: August 22-31. HARDINESS: Very hardy in wood and bud. VIGOR: Vigorous. PRODUCTIVENESS: The parent tree has a fine production record. The progeny are too young to determine general productiveness, but at five years of age were doing well. ADAPTABILITY: As far as is known the variety seems to do well on various soils. APPEARANCE: Medium to large in size. Deep yellow color with red cheek. Also splashes and streaks of red. Very attractive. QUALITY: Very good. SUSCEPTIBILITIES: No marked weakness found to date. USES: Can be used for canning, shipping or home use. REMARKS: Although this variety is comparatively new, being first propagated in 1918, it bids fair to become the leading early, yellow-fleshed peach. The young trees in bearing now seem to be doing remarkably well.

The South Haven as a Pollinizer

The Hale Peach is popular because of its size, beauty, etc., but does not produce profitable crops unless cross-pollinizers are used. Professor Gardner of the Michigan Agricultural College, tested this in the orchard of J. J. Barden, near South Haven, Michigan. His tests there proved the ideal combination for the commercial fruit grower is alternate rows of South Haven, Hale and Elberta peaches. These three varieties are unexcelled for market purposes and with South Havens and Elbertas set as above, good fertilization of that variety is assured.

A Word About Our Elbertas

All our fruit trees are of known parentage. Our Elbertas are direct descendents of the Elbertas in the orchard owned by F. H. Luplow, Fennville, Michigan. The Elbertas in Mr. Luplow's orchard were the finest type and character we could find in a search of several years. They are highly colored and extra desirable in size and attractiveness. Let us quote on your needs in all varieties.



Reg. Trade Mark

The Greening Nursery Co.
Estab. 1850
Monroe, Michigan
1500 Acres

LARGEST GROWERS OF TREES IN THE WORLD



Reg. Trade Mark

OUR NEW INTRODUCTION— The Wonderful South Haven Peach

Our attention was called to this peach in 1914. Its origin and how it came to be put on the market follows:

In the spring of 1908 Mr. A. G. Spencer, living near South Haven, Michigan, set two rows of the St. John Peach in an orchard bought from us. In 1911 when the trees were three years old he noticed one tree which had a full crop of peaches,

while the other trees in the two rows had few, if any, peaches on them. Each year the same condition obtained until the summer of 1914 when Mr. Spencer called the attention of our Mr. Roy E. Gibson to the tree. Perhaps it is well to state that Mr. Gibson is our expert bud and scion collector, having in charge our "Per-

Trees" and full charge of our Research Department. Mr. Gibson examined the tree carefully and noticed a very apparent difference as to growth, as this particular tree was more spreading in habit, leaves were larger, and a much more vigorous tree in every way than others in the two rows.

Mr. Gibson visited the tree each year until 1916 when he decided to propagate from it, and on the 14th of August, 1916 cut 750 buds, which were sent to us marked "a new variety."

The following year, that of 1917, this tree had its largest crop. Many growers and others interested in Horticultural affairs, visited the tree and later fruit from it was shown in the stores and business places of South Haven, and having decided that this new variety was worthy of a name and would soon become one of the leading commercial peaches we decided to name it the "South Haven" Peach.

In the spring of 1918 there were 52 of these South Haven Peach Trees and 50 of them were planted by Mr. Spencer directly north of the original tree. The trees were all sizes from very small to No. 1. In 1920 a row of these containing 28 trees, all produced fruit but one.

Experience has shown us that this tree is very hardy. The original tree stood a severe test in the winter of 1917-18, in that it was so heavily loaded in 1917, having 6½ bushels, and yet it stood the winter of 1917-18, while large numbers of peach that had previously produced large crops were killed in the vicinity of South Haven that winter. In fact many varieties of peaches which we had under observation were so badly injured that we had to discontinue their records and start over again.

The fruit from the original South Haven tree was never weighed, but measured as picked in baskets. The first year's production were given us by Mr. Spencer. Since 1915 Mr. Gibson has measured the fruit each year. (See table showing production.)

We placed this peach on the market because we had been looking for years for a peach that would ripen at this particular season. Peaches have always brought the highest price at this time, and a variety that will come in and bear fruit annually, or nearly so, in good quantity will lengthen the season, and thus produce a profit for the grower.



OUR NEW SOUTH HAVEN PEACH

The above cut is a reproduction of a photograph taken of a two year old South Haven Peach tree in the orchard of Mr. A. G. Spencer of Kibbie, Michigan. This is the hardiest peach of which we know. The crop is ready to market two weeks earlier than the Elberta. We consider it the greatest commercial peach yet produced. Please bear in mind that the photograph above was taken two years after the trees were set, which proves their early bearing proclivities. These photographs were taken by Mr. Dufton of the Michigan Agricultural College in 1920. As Michigan is a great State for peaches the M. A. C. is much interested in any new variety introduced, therefore, they have been watching this peach from the time it was first noted by Mr. Spencer. If you doubt any of our statements relative to this variety please write the M. A. C. at Lansing, Michigan.

The original tree of the South Haven Peach began to bear at three years from planting. Its record follows:

1911	½ Bushel	1917	6½ Bushels
1912	1 Bushel	1918	1½ Bushels
1913	4 Bushels	1919	2¼ Bushels
1914	3 Bushels	1920	4 Bushels
1915	4 Bushels	1921	3¼ Bushels
1916	5 Bushels		

THE PEACH MERITORIOUS—

The South Haven (Trade Mark Registered) continued

Mark you this: the year following the coldest winter known in Michigan for fifty years, that of 1917-18, this tree bore 1½ bushels of fruit, following the 6½ bushel crop of 1917, when all other varieties of peaches were either killed or did not bear!

This very remarkable record indicates heavy bearing qualities, but there is another vital essential in a

peach if it be of genuine champion stuff, with "punch" enough to put it over the top, and this is extreme hardiness. This tree, after producing its largest crop of 6½ bushels in 1917, not only stood the severe cold, but bore 1½ bushels of fruit the summer following.

We do not mention this peach with others except in a comparative way,

then with varieties with which you are familiar. It is not comparable with others, because it is in a class by itself in every leading characteristic demanded by the market grower. We realize that this is a strong statement but this variety has now stood the acid test. In fact we did not put it on the market until we had seen what it would actually do. Ten years have now elapsed since the original tree began fruiting. It is still bearing, notwithstanding it passed through the most severe winter ever known in the United States.

A peach of commercial worth ripening in August has long been needed. There are plenty which ripen in September, but none that possess the essentials of an absolutely AAA1 peach for market purposes until the South Haven was discovered by Mr. A. G. Spencer in 1908. The Yellow St. John at that time was one of the leading varieties at this season, but the Yellow St. John is a shy bearer.

The Best Peach For Canning Purposes

The South Haven Peach has a very small pit. Before beginning to propagate it commercially we took it to the leading canners of Michigan and in their opinion it outranks any peach now in cultivation as a canner. Commercial orchardists and growers of peaches for canning factories will please bear this fact in mind when making their selection of varieties.

We are now offering the South Haven Peach to the General public. We think it will succeed over a wider range of latitude than any peach now on the market. That being true, here is a really first class peach which will thrive in many sections of the middle west, which have been considered absolutely worthless for peaches until now.

As this variety is about the same size of the Elberta, has a good color, a thick skin and is a good shipper, much hardier than any other variety known, and two weeks earlier than the Elberta, we say with confidence IT IS THE GREATEST COMMERCIAL PEACH YET PRODUCED. We hope to be able to supply the demand for this variety from now on. Each year since we have propagated it we have been sold out long before the selling season fairly begun. Because it ripens at a time to bring the highest prices, commercial growers, who are always progressive and quick to grasp the new varieties worth while, have been planting it, or will plant it as soon as they know what a wonderful peach it is.



OUR NEW SOUTH HAVEN PEACH

Here is another photograph of our new South Haven Peach taken the second year from planting. This tree was planted in 1918. The photograph was taken by Mr. Dutton of the Michigan Agricultural College in 1920. Note the size of the peach and the number on a two-year old tree. Surely you will agree with us that this is remarkable. You do not have to take our word for it. We have given you Mr. Spencer's name and address. You can write him, or any official of the Michigan Agricultural College at Lansing, Michigan. So far we have never been able to propagate enough to meet the demand. The outstanding characteristics of this peach are its proclivity for bearing—its extreme hardiness—its color and its shipping quality, as well as the season in which it ripens, which is two weeks earlier than the Elberta, thus lengthening the season and bringing the very highest market prices each year, as all Commercial Growers will know.

At the present time the Genuine South Haven Peach
can only be had from us

Do not take any other peach as a substitute, because, as a money maker, none can equal it. The plain, unvarnished truth about this wonderful variety as we have given it, will prove it.

A WORD TO FRUIT GROWERS

It is regrettable that the profit which can be made from a well cultivated commercial peach orchard is not more generally known.

That peaches do not pay commercially is disproved every day, and in the third column of this circular will be found the reprint of a balance sheet of a twelve-year-old, 15-acre peach orchard which will show the possibilities when such an orchard is handled in an up-to-date modern way.

Seasons may come and go. Some are good and some are bad. But when the average cost of production is taken into consideration, peaches are as profitable, if not more so, than any crop that can be grown.

The demand is everywhere. They can be disposed of and handled at a profit if the right selection of varieties is made for a commercial orchard. And here, location, as to proper variety is absolutely everything.

If you are in doubt after observing what varieties will grow in your immediate vicinity, write your State Experiment Station, or us, and we will gladly give you the benefit of our experience.

We are large growers of peach trees and our stock, because of our superior methods of propagation, has no equal. If you are one of those fortunate ones who have seen the stock we are growing in the nursery, you will ask no proof from us that our trees are superior.

As we said above, write your State Experiment Station regarding varieties for your section, or us, for any specific information you may feel that you need, and we will gladly give you the benefit of our experience.



Beautiful fruit from prolific peach trees bring enormous profits.

THE SOUTH HAVEN

[Trade Mark Registered]

is a heavy cropper of attractive fruit which can be marketed long before the peach supply reaches its peak in the market.

Boiled Down Reasons Why the Peach is a Desirable Fruit to Plant

1. Quickest of all orchard trees to bear a profitable crop—3 to 4 years.
2. Four times more trees can be planted to the acre than permanent varieties of apples.
3. Can be used as fillers in apple orchards until the apples come into bearing.
4. Tremendous scarcity of bearing trees at the present time.
5. Very few peach trees have been planted during the past five years.
6. Millions of peach trees are dying out annually and but very few young trees have been planted to fill the gap.
7. The fruit of the peach is more popular than any other during its season.
8. Sugar in the future will be plentiful and cheap and the canning of peaches—the best of all fruits for that purpose—will come back to normal, resulting in a larger demand, whereas the supply is decreasing for reasons set forth above.
9. These facts mean increased demand and more profit to the grower.

DO PEACH ORCHARDS PAY?

Many men think a peach orchard doesn't pay. They do not take the income from the orchard for a series of years but base their opinion on one bad year only. This isn't fair. To prove the contrary the Michigan State Experiment Station at East Lansing, Mich., published the financial history of a twelve-year-old peach orchard (write them for their Special Bulletin No. 94) and we give below the balance sheet of the orchard under observation.

In the beginning they say: The financial statement of one or a few years of an orchard property is not of much value and it may be used in a misleading way. The only fair way to judge of returns from an orchard, especially a peach orchard, is by averages of a reasonable number of years. The costs should be considered in the same way. The peach is the shortest lived orchard tree; it begins to bear at an early age and reaches its time of unprofitableness sooner than any other. For this reason the expenses of starting and development during the first years when crops are not produced should be charged against the later years of crop production."

Balance Sheet of 15-Acre, 12-Year-Old Peach Orchard

Expenses	
Total cost orchard	\$7,831.27
Aver. cost per year	652.61
Aver. cost per acre	
per year	43.50
Returns	
Total returns	
for orchard	\$19,094.42
Aver. returns	
per year	1,591.20
Aver. returns	
per acre per	
year	106.08
Net profit for the	
orchard	\$11,263.05
Net profit per	
year	938.58
Net profit per	
acre per year	62.57
Net profits per	
bushel (16,972)	.66

THE MID-WINTER MEETING

of the

MICHIGAN HORTICULTURAL SOCIETY

held in Benton Harbor, Michigan, March 3 to 5, 1924

was attended by

550 FRUIT GROWERS

and it was the concensus of opinion of those present that the South Haven (Trade Mark Registered) is the hardiest variety of Peach known to them.

SAFEGUARD YOURSELF AGAINST PEACH FAILURE
by planting hardy varieties. Write us for prices and complete history of this most profitable of all peaches.



Reg. Trade Mark

Estab.
1850

The Greening Nursery Co

Monroe, Michigan

1500
Acres



Reg. Trade Mark

Largest Growers of Trees in the World